Larnaca, 1 March 21

**YOU CAN WIN: LIDL CYPRUS LAUNCHES THE LIDL PLUS FIDELITY PROGRAMME!**

**With no bonus points, no plastic card, with unique offers for more savings!**

Today, Monday, March 1st, Lidl Cyprus launches the [Lidl Plus](https://www.lidl.com.cy/lidl-plus) Fidelity Programme which is valid for purchases in all 18 stores of the Lidl network and offers registered users attractive offers on favourite products, for even more savings.

At the same time, it gives customers the opportunity to monitor their transactions at any given time as well as the amount of money they save through the electronic copies of their purchases stored within the application, while it also provides access to Lidl digital brochures and a little bit of fun through its "Scratch You Win" function. Finally, the programme will be constantly updated with new possibilities and content and more features, in order to provide further, complete services.

Lidl Plus is a modern and innovative fidelity programme, designed in the context of Lidl Cyprus’ broader digital direction, which operates exclusively on smartphones (Android & iOS), differs from the ordinary and essentially serves the needs and desires of modern consumers.

Through the application, consumers will have the opportunity to get to know the company even better, while the company will also get to know its customers and their preferences better, offering them a highly attractive shopping experience and future personalised offers that will meet their needs.

The aim of the [Lidl Plus](https://www.lidl.com.cy/lidl-plus) fidelity programme is to strengthen the loyalty of Lidl Cyprus customers, as well as to reward them for their trust in the company.

It is in practice and with actions that Lidl Cyprus proves that it places its customers at the centre of its strategic priorities, seeking their maximum satisfaction, and giving special importance to the quality, consistency and completeness of its products and services.

**How can one acquire the Lidl Plus fidelity programme?**

Anyone can download the application, for free, from the App Store / Google Play/ App Gallery Huawei, register quickly and easily, and instantly enjoy [Lidl Plus](https://www.lidl.com.cy/lidl-plus) content.

See the educational video here

**Visit Lidl Cyprus on**

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